## RJRT CUSTOMER ACCOUNT MANAGEMENT TOP BRAND FAMILIES - VOLUME & SHARE BY QUARTER

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SOM

Account Number: 399464 Sales Level: 122604

Name: SHOPRITE 205

BROWERTOWN RD LITTLE FALLS NJ 07424

***	04/01/96	Thru	06/30/96	***	Total	Stores:	1	
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FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	2045.0	28.5%	DORAL	355.0	5.0%
WINSTON	663.0	9.2%	MONTCLAIR	74.0	1.0%
SALEM	475.0	6.6%	MISTY	40.0	0.6%
PARLIAMENT	422.0	5.9%	Other	40.0	0.6%
VIRGINIA SLI	357.0	5.0%	Total	509.0	7.1%
NEWPORT	340.0	4.7%	PL/BLK & WHT	Cartons	SOM
Other	2238.0	31.2	WORTH	119.0	1.7%
Total	6540.0	91.2			
			Total	119.0	1.6%

\*\* Qtr 4 - 1996 \*\* Total Stores:

FULL PRICE Cartons SOM
No data avail

\*\* Qtr 3 - 1996 \*\* Total Stores:

FULL PRICE Cartons
No data avail

BRANDED SAVINGS No data avail BRANDED SAVINGS
No data avail

PL/BLK & WHT
No data avail

PL/BLK & WHT
No data avail

** Qtr 2 - 1996 ** Total	Stores: 1		** Qtr 1 - 1996 ** Total	Stores: 1	
FULL PRICE	Cartons	SOM	FULL PRICE	Cartons	SOM
MARLBORO	2045.0	28.5%	MARLBORO	1939.0	28.8%
WINSTON	663.0	9.2%	WINSTON	533.0	7.9%
SALEM	475.0	6.6%	NEWPORT	374.0	5.6%
PARLIAMENT	422.0	5.9%	SALEM	368.0	5.5%
VIRGINIA SLI	357.0	5.0%	VIRGINIA SLI	362.0	5.4
NEWPORT	340.0	4.7%	PARLIAMENT	360.0	5.4%
Other	2238.0	31.2%	Other	2230.0	33.2%
Total	6540.0	91.2%	Total	6166.0	91.7%
BRANDED SAVINGS			BRANDED SAVINGS		
DORAL	355.0	5.0%	DORAL	291.0	4.3%
MONTCLAIR	74.0	1.0%	MONTCLAIR	55.0	0.8%
MISTY	40.0	0.6%	MISTY	51.0	0.8%
Other	40.0	0.6%	Other	65.0	1.0%
Total	509.0	7.1%	Total	462.0	6.8%
PL/BLK & WHT			PL/BLK & WHT		
WORTH	119.0	1.7%	WORTH	93.0	1.4%
Total	119.0	1.6%	Total	93 A	1 34

<sup>\*\*\*</sup> Distribution of RJR Information to unauthorized person(s) is prohibited \*\*\*

RJRT CUSTOMER ACCOUNT MANAGEMENT TOP BRAND FAMILIES - BASED ON CURRENT 13 WEEKS

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Account Number: 399464 Sales Level: 122604

Name: SHOPRITE 205

BROWERTOWN RD LITTLE FALLS NJ 07424

TOTAL STORES 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		Qtr 1 - 1996	Qtr 2 - 1996		_	04/01/96 Thru 06/30/96
MARLBORO 28.8t 28.5t 28.5t 9.2t 9.2t 9.2t 9.2t SALEM 5.5t 6.6t 9.2t 9.2t 9.2t 9.2t 9.2t 9.2t 9.2t 9.2	TOTAL STORES	3 1	1			
MARLBORO 28.8\$ 28.5\$ 28.5\$ 28.5\$ 28.5\$ 28.5\$ 28.5\$ MINSTON 7.9\$ 9.2\$ 9.2\$ 9.2\$ 9.2\$ 6.6\$ 6.6\$ 6.6\$ 6.6\$ 6.6\$ 6.6\$ 6.6\$ 6						
SALEM 5.5% 6.6% 6.6% 6.6% 7ALLAMENT 5.4% 5.9% 5.9% VIRGINIA SLI 5.4% 5.0% 5.0% 5.0% NENPORT 5.6% 4.7% 4.7% Other 33.1% 31.3% 3		28.8	28.5%			28.5%
PARLIAMENT 5.4% 5.9% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0	WINSTON	7.9%	9.2%			9.2%
VIRGINIA SLI 5.4% 5.0% 1.0% 1.0% 1.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	SALEM	5.5%	6.6%			6.6%
NEWPORT 5.6% 4.7% 4.7% 31.3% 3	PARLIAMENT	5.4%	5.9%			5.9%
Other 33.1% 31.3%	VIRGINIA SLI	5.4%	5.0%			5.0%
TOTAL 91.7% 91.2% 91.2% 91.2%  BRANDED SAVINGS  DORAL 4.3% 5.0% 5.0% 1.0% 1.0% MISTY 0.8% 0.6% 0.6% 0.6% 0.6% 0.6% 0.6% 0.6% 0.6	NEWPORT	5.6%	4.7%			4.7%
BRANDED SAVINGS  DORAL 4.3\$ 5.0\$ 5.0\$ MONTCLAIR 0.8\$ 1.0\$ 1.0\$ MISTY 0.8\$ 0.6\$ 0.6\$ 0.6\$ 0.6\$ 0.5\$ TOTAL 6.8\$ 7.1\$ 7.1\$  PL/BLK & WHT  WORTH 1.4\$ 1.7\$ 0.1\$ 1.7\$ 0.1\$ 1.7\$ 0.1\$ TOTAL 1.3\$ 1.6\$ 1.6\$  TOTAL 1.3\$ 1.6\$ 1.6\$ 1.6\$  Total Industry Volume Cartons 6721.0 7168.0 7168.0 7168.0 Vol \$ Change N/A +6.65\$ -100.00\$ +0.00\$ 1.3  Weekly Store Average Industry 517.00 551.30 551.30	Other	33.1%	31.3%			31.31
DORAL 4.3% 5.0% 5.0% MONTCLAIR 0.8% 1.0% 1.0% 1.0% MISTY 0.8% 0.6% 0.6% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5	LATOT	91.7%	91.2%			91.2%
DORAL 4.3% 5.0% 5.0% 5.0% MONTCLAIR 0.8% 1.0% 1.0% MISTY 0.8% 0.6% 0.6% 0.6% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5						•
MONTCLAIR 0.8% 1.0% 1.0% 0.6% 0.6% 0.6% 0.6% 0.6% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5						
MISTY 0.8% 0.6% 0.6% 0.5% 0.5%  TOTAL 0.9% 0.5% 0.5%  TOTAL 6.8% 7.1% 7.1%  PL/BLK & WHT						
Other 0.9% 0.5% 0.5%  TOTAL 6.8% 7.1% 7.1%  PL/BLK & WHT						1.0%
TOTAL 6.8% 7.1% 7.1%  PL/BLK & WHT						0.6%
PL/BLK & WHT	Other	0.9%	0.5%			0.5%
MORTH 1.4% 1.7% 1.7% 0.1% 0.1% 0.1% 0.1% 0.1% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1	TOTAL	6.8%	7.1%			7.1%
WORTH       1.4%       1.7%       1.7%       0.1%	-					
Other 0.1% 0.1% 0.1% 0.1%  TOTAL 1.3% 1.6% 1.6%  Total Industry Volume Cartons 6721.0 7168.0 7168.0 Vol % Change N/A +6.65% -100.00% +0.00% +0.00%  Industry Weekly Average Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30			1.7%			1 7%
Total Industry Volume Cartons 6721.0 7168.0 7168.0 Vol % Change N/A +6.65% -100.00% +0.00% +0.00%  Industry Weekly Average Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30	Other	0.1%	0.1%			
Cartons 6721.0 7168.0 7168.0  Vol % Change N/A +6.65% -100.00% +0.00% +0.00%  Industry Weekly Average Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30	TOTAL	1.3%	1.6%			1.6%
Vol % Change N/A +6.65% -100.00% +0.00% +0.00% +0.00%  Industry Weekly Average Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30	Total Indust	ry Volume				
Industry Weekly Average Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30	Cartons	6721.0	7168.0			7168.0
Cartons 517.0 551.3 551.3  Weekly Store Average Industry 517.00 551.30 551.30	Vol % Change	A/N	+6.65%	-100.00%	+0.00%	+0.00%
Weekly Store Average Industry 517.00 551.30 551.30	Industry Wee	kly Average				
Industry 517.00 551.30 551.30	Cartons	517.0	551.3			551.3
	Industry	517.00	551.30			551.30
	rjr	129,00	156.70			156.70

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	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	Qtr 4 - 1996	04/01/96 Thru 06/30/96
TOTAL STORE	ES 1	1			1
TOTAL SOM					
RJR	24.9%	28.5%			28.5%
PM	48.4%	47.2%			47.2%
BAT	13.5%	12.0%			12.0%
LOR	10.7%	10.0%			10.0%
L&M	2.5%	2.3%			2.34
OTH					
FULL PRICE					
RJR	19.2%	22.06			
PM	48.4%	21.8% 47.2%			21.8%
BAT	11.0%	9.9%			47.2%
LOR	10.7%	10.0%			9.9%
L&M	2.5%	2.3%			10.0%
OTH	6.35	2.31			2.3%
All Cigt	91.7%	91.2%			91.2%
BRANDED SAV					
			•		
RJR	4.3%	5.0%			5.0%
PM					
BAT	2.5%	2.1%			2.1%
LOR					
LEM					
OTH					
All Cigt	6.8%	7.14			7.1%
PL/BLK & WH					
D.7D					
rjr Pm	1.4%	1.7%			1.7%
PM BAT					
LOR					
L&M					
OTH					
All Cigt	1.3%	1 (4			
wir cidr	1.34	1.6%			1.6%

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